



WXYZ

ORDER

Print Date 11/05/12

Page 1 of 3

Flight Dates **10/22/12-10/30/12**

Contract / Revision **315356 /**

Original Date / Revision
10/19/12 10/19/12

Advertiser **Hoekstra / Republican / US S**

Agency **Brabender Cox LLC**

Buying Contact

**1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211**

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Product

Hoekstra for US Senate

Agency Com 15%

Billing Contact

**1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 24% Market Value 197291

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	30%	59187
WDWB	%	0
WJBK	24%	47350
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	22%	43404

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$28,432.50	\$33,450.00	0.00	10/01/12	10/28/12	28	\$28,432.50	\$33,450.00
November 2012	13	\$11,815.00	\$13,900.00	0.00	10/29/12	10/30/12	13	\$11,815.00	\$13,900.00
Totals	41	\$40,247.50	\$47,350.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/23/12	10/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun- TWT- SS		:30	5	\$2,500.00	P-3	0.00 NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWT- SS		5			\$2,500.00			0.00		
N 2	WXYZ	10/30/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun- T- - - - -		:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	- T- - - - -		1			\$2,500.00			0.00		
N 3	WXYZ	10/23/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F - TWTF- -		:30	4	\$900.00	P-3	0.00 NM	4	\$3,600.00



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Page 2 of 3

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Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Hoekstra / Republican / US** Product **Hoekstra for US Senate**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/23/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	4	\$900.00	P-3	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWTF - -					4	\$900.00		0.00		
N 4	WXYZ	10/29/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT - - - - -	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$900.00		0.00		
N 5	WXYZ	10/23/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWTF - -	:30	4	\$650.00	P-3	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWTF - -					4	\$650.00		0.00		
N 6	WXYZ	10/29/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT - - - - -	:30	2	\$650.00	P-3	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$650.00		0.00		
N 7	WXYZ	10/23/12	10/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	- TWTF - -	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWTF - -					1	\$1,000.00		0.00		
N 8	WXYZ	10/29/12	10/30/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	MT - - - - -	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$1,000.00		0.00		
N 9	WXYZ	10/22/12	10/26/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF - -	:30	5	\$650.00	P-3	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF - -					5	\$650.00		0.00		
N 10	WXYZ	10/29/12	10/30/12	12-1pm M-F 12-1pm	CM	12-1pm	MT - - - - -	:30	2	\$650.00	P-3	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$650.00		0.00		
N 11	WXYZ	10/23/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF - -	:30	4	\$1,200.00	P-3	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWTF - -					4	\$1,200.00		0.00		
N 12	WXYZ	10/29/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	MT - - - - -	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$1,200.00		0.00		
N 13	WXYZ	10/23/12	10/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	- TWTF - -	:30	4	\$1,300.00	P-3	0.00 NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- TWTF - -					4	\$1,300.00		0.00		
N 14	WXYZ	10/29/12	10/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	MT - - - - -	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT - - - - -					2	\$1,300.00		0.00		
N 15	WXYZ	10/27/12	10/27/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - S -	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/27/12	10/27/12	- - - - - S -					1	\$500.00		0.00		



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Page 3 of 3

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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/27/12	10/27/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Action News SAT 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
														Totals	41 \$47,350.00